



Ohlone radio KOHL turns up the music

By **MICHAEL DELAHOUSSEY**
Staff writer

If radio broadcasting is a passion, then a broadcasting class could be a gateway to a career.

As Tomas Briseno, program director and broadcast instructor at KOHL puts it, "The main goal of the radio programs at Ohlone College is to equip students with a well-rounded skill set and ultimately get them a job in the radio industry."

More than 100 students have gone on to get jobs in the radio industry, said Briseno.

Past students have gotten jobs in radio from Sacramento all the way to Dallas, with certain ones reaching greater success than others.

Some students wound up in syndication and have their own radio shows, he said.

Putting on a broadcast at KOHL is more than just talking into a microphone; it's an intricate process.

"Timing is everything," Briseno said.

When doing a broadcast, DJs have to hit their breaks on time as well as the top and bottom of the hour. DJs also have to keep a transmitter log as well as a program log to make sure they have done everything they need for the broadcast.

They also keep an Emergency Alert System log for any incoming EAS announcement they have to make.

To make sure students are ready to go live on-air, they have a practice studio. The practice studio is exactly the same as the on-air studio, so the students will be able to transfer fluidly between studios.

When it comes to putting on a live broadcast, Briseno said. "It is more work than you would have thought."

When it comes to being a DJ, the voice isn't the primary concern. At KOHL students don't have to be afraid they will accidentally stumble on a few words during a broadcast.

"If you stumble on some words it's OK, you're only human. Just try to recover gracefully and move on like it never happened," said Briseno.



MICHAEL DELAHOUSSEY / MONITOR

Above: DJ Jonathan Cohoon gears up for another on campus broadcast. Below: Cohoon takes a breather before his intro.

fully and move on like it never happened," said Briseno.

The primary goal of a broadcast is to entertain the listeners. At KOHL, they would rather the on-air talent be relatable and know what they're doing, than have a great radio voice and be clueless.

"The thing that makes any business successful is consistency," he said. "When you go to a place like Burger King, it's the same menu almost everywhere in the world. If you don't have consistency, you may fail."

Consistency is one thing that KOHL has down pat.

They have been putting out broadcasts since 1974 and continue to do so every day.

The station streams live all over the world on a daily basis.

The staff's goal is to turn a college radio station from a liability into a legitimate radio station, said Briseno.

"We don't run this as a hangout for radio students. We run this as a business," he said.